

Samsung electronics history brief summary



**ASSIGN
BUSTER**

Samsung Electronics Co. , Ltd. is the chief subsidiary of South Korea's giant Samsung Group and the largest electronics producer in Asia. Samsung Electronics operates four main divisions including Digital Media, Semiconductors, Information ; Communications, and Home Appliances. The company sells televisions, video, and audio equipment; computers and related products; phones, cellular phones, and fax machines; home appliances; semiconductors; network-related products; factory automation products; fiber optics products; closed circuit security products; motors and compressors; and solar energy systems.

In 2000, Samsung Electronics held the leading market position in the code division multiple access (CDMA) Handset, DRAM, SRAM, and color monitor markets. Samsung Electric Industries was established as a subsidiary of Samsung Group in 1969 in Suwon, South Korea. Its early products were electronic and electrical appliances including televisions, calculators, refrigerators, air conditioners and washing machines.

In 1970, Samsung Group established another subsidiary, Samsung-NEC, jointly with Japan's NEC Corporation to manufacture home appliances and audiovisual devices. In 1974, the group expanded into the semiconductor business by acquiring Korea Semiconductor, one of the first chip-making facilities in the country at the time. The acquisition of Korea Telecommunications, an electronic switching system producer, was completed at the start of the next decade in 1980. Samsung Electronics launched its first mobile phone in 1988, in the South Korean market.

In 2005, Samsung Electronics surpassed Japanese rival, Sony, for the first time to become the world's twentieth-largest and most popular consumer

brand, as measured by Interbrand. In 2007, Samsung Electronics became the world's second-largest mobile-phone maker, overtaking Motorola for the first time. In April 2011, Samsung Electronics sold its HDD commercial operations to Seagate Technology for approximately US\$1.4 billion. The payment was composed of 45.2 million Seagate shares (9 percent of shares), worth US\$687.5 million, and a cash sum for the remainder. In the first quarter of 2012, the company became the highest-selling mobile phone company when it overtook Nokia, selling 93.5 million units compared to Nokia's 82.7 million units. Samsung also became the largest smartphone vendor as a result of strong sales of its Galaxy SII and Galaxy Note devices. In May 2013, Samsung announced that it had finally managed to test speed-enhanced fifth generation (5G) technology successfully.

In the Sun Zi's Five Factors Theory, Sun Zi said moral influence refers to measures and policies that align the people with the sovereign so as to be in complete agreement and harmony with each other. In this way, the people will be prepared to co-exist with as well as die for the sovereign without any fear of dangers. Besides, Sun Zi also said that weather refers to the contrasting changes of night and day, the coldness of winter and the heat of summer, and seasonal changes.

In addition, Sun Zi said that terrain refers to whether the route to be taken is long or short, whether the ground is treacherous or safe, wide or narrow with regard to ease of movement, and whether the ground will determine the death or survival (of an army). Besides that, Sun Zi said that the generalship of a commander refers to his qualities of wisdom, trustworthiness, benevolence, courage and discipline. Lastly, Sun Zi also said the doctrine of

law refer t organization and control, management systems and procedures, and the command and control structure for the deployment of resources.

The environmental analysis also known as the SWOT analysis. A SWOT analysis guides you to identify the positives and negatives inside your organization, internal environment (Strengths and Weaknesses) and outside of it, in the external environment (Opportunities and Threats). Developing a full awareness of your situation can help with both strategic planning and decision-making. Strengths are the characteristics of the business or project that give it an advantage over others.

Weaknesses are characteristics that place the team at a disadvantage relative to others. The examples for the internal environment are human resources, physical resources, financial competitive advantages and past experiences. Opportunities are the elements that the project could exploit to its advantage. Threats are the elements in the environment that could cause trouble for the business or project. The examples for the external environment are the economy, funding sources, demographics, legislation, technologies and future trends.